**Sports Marketing Event Campaign**

Objective: Students will work in groups to create a Sports Marketing Event for their new sport. The event and give-away should reflect the target market of the sport. The event should be on a large scale but also realistic. Advertising for the event should be appropriate for the target market. Types of advertising should be creative and reflect the 21st century! Commercial should not be more than 30 seconds long.

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|  | Excellent  4 | Very Good  3 | Good  2 | Needs Improvement  1 |
| Event is reflective of the target market |  |  |  |  |
| Event is creative and on a large scale |  |  |  |  |
| Event details are explained in great detail |  |  |  |  |
| Digital Presentation is engaging and creative |  |  |  |  |
| All group members contribute equally in presentation |  |  |  |  |
| Class time is used appropriately. |  |  |  |  |
| Give-Aways are creative and reflective of the event |  |  |  |  |
| Advertisement is creative and reflects the event and sport. It is reflective of the target market |  |  |  |  |